Movie Studio Analysis

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Overview

An analysis of films to determine which films have the greatest Return on Investment (ROI) based on:

- Month a film was released

- Length of a film in minutes
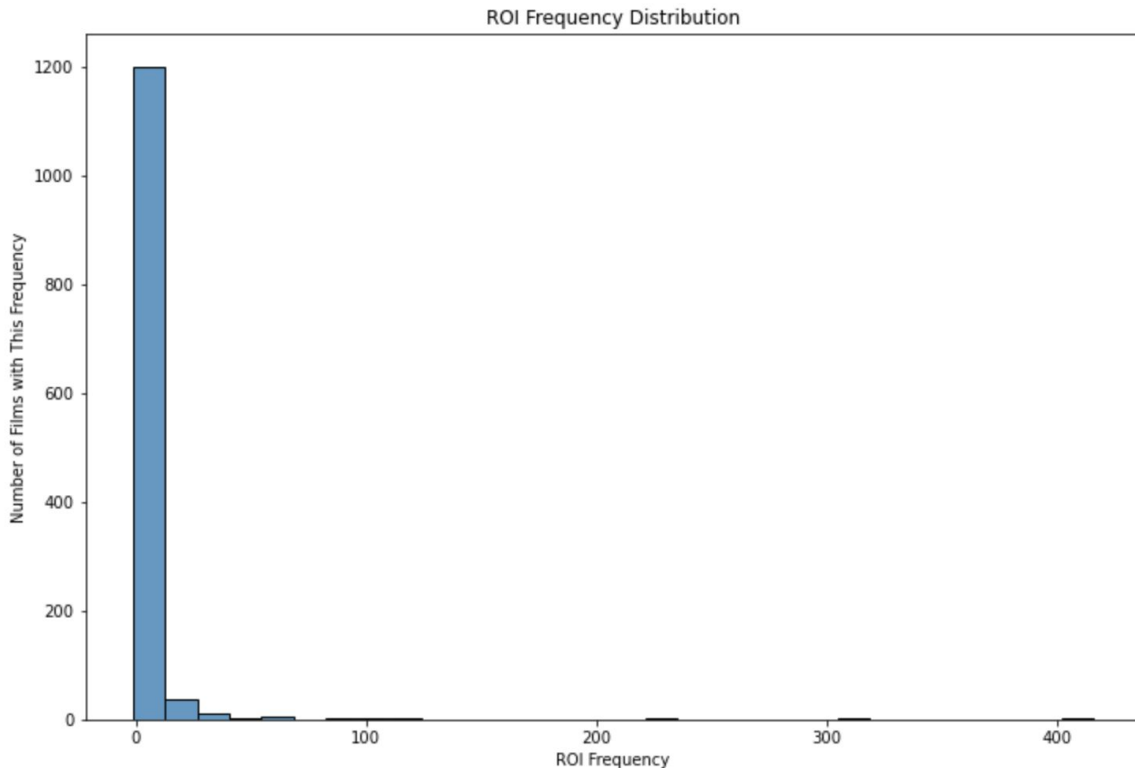
- Genres

Outline

- Business Problem

- Data and Process Steps
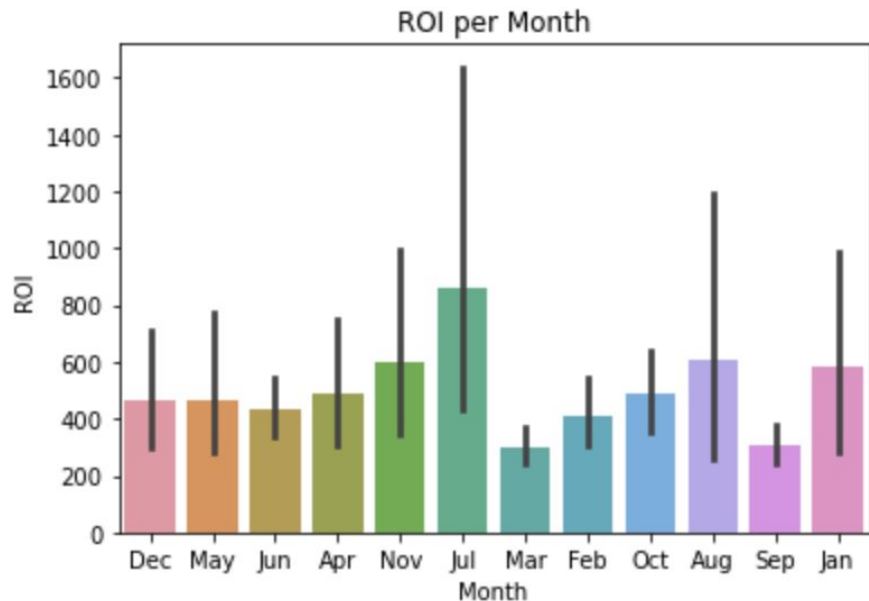
- Results

- Conclusions

Business Problem

- Microsoft has created a new movie studio and needs insight on what types of films to create.

- Find what types of films performed best at the box office

Data and Process Steps

- Data of over 1000 films over the last 100 years

- Types of data include:
  - Production Budget
  - Worldwide Gross
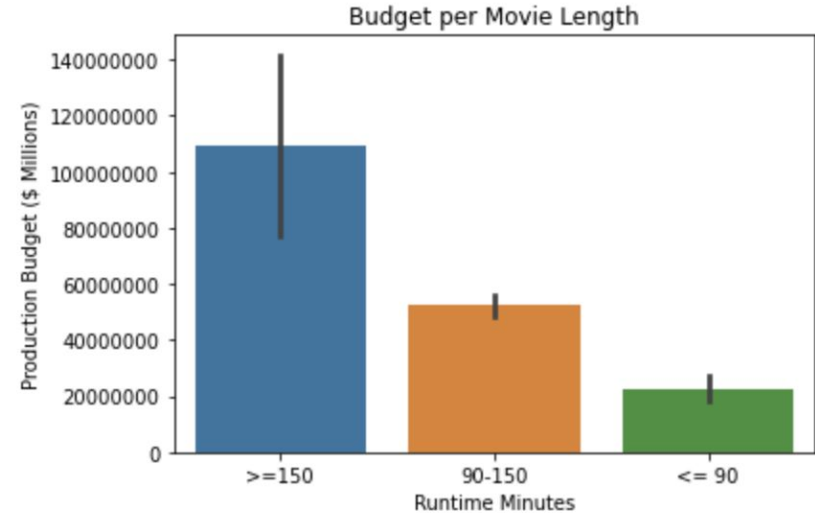 - Release Date
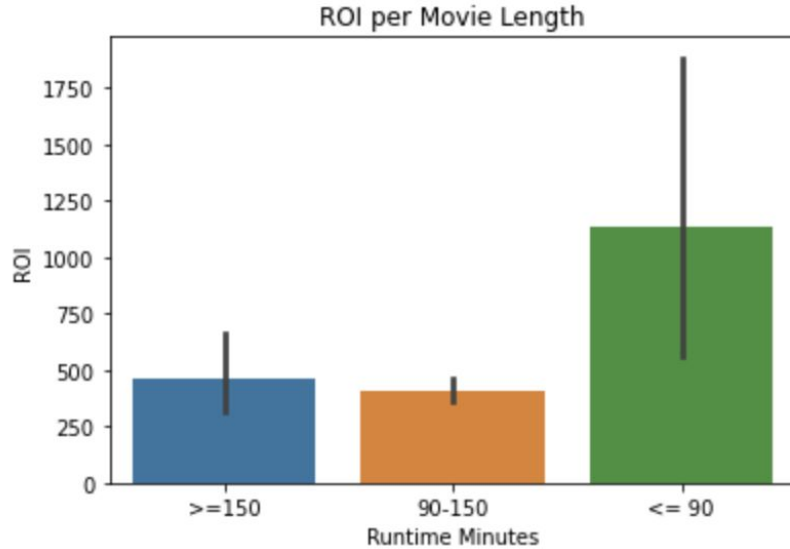 - Runtime Minutes
  - Genres

ROI Frequency Distribution

Results

ROI per Month

- Films released in the months of July, August, and November have had the greatest ROI
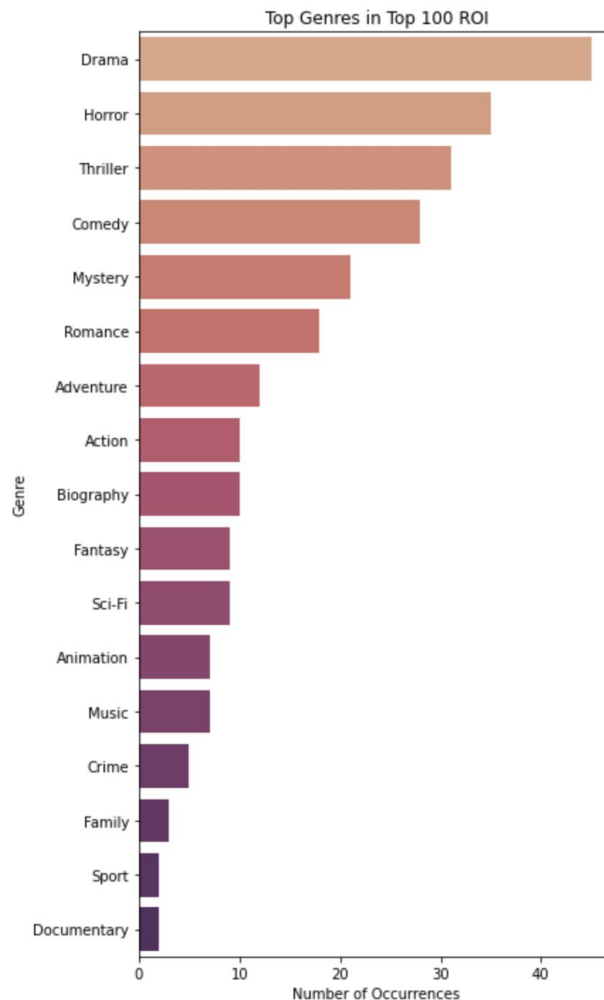
Results

ROI per Movie Length

Budget per Movie Length

- Films with runtime of 90 minutes or less have the greatest ROI and also cost less

Results

- Genres of dramas, horrors, and thrillers
  are the most represented and profitable
  genres within the top 100 films within
  the Top 100 ROI dataframe

Top Genres in Top 100 ROI

Recommendations

- Films should be released in the months of July and August.

- Films should be made with runtimes of 90 minutes or less.

- Microsoft should produce dramas, thrillers, or horror films.

Next Steps

- Source actors/actresses that have been successful in past films

- Explore soundtracks that have increased popularity in a film

- Find directors associated with successful films

Thank you!

Questions?

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